

# Suzan Diab

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## SKILLS

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**Technical Skills:** SQL, Python, Tableau, Excel, Pandas, Matplotlib, Seaborn, Plotly, Git, Kepler.gl, NOAA API

**Analytics:** Data Cleaning, Predictive Analytics, KPI Design, Statistical Analysis, Risk Assessment, Data Interpretation

**Soft Skills:** Communication, Problem-Solving, Client Relationship Management, Cross-Functional Collaboration

## PROJECT EXPERIENCE

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### CareerFoundry

Remote

*Citi Bike Analysis*

Nov 2023 - Jun 2024

- Improved bike distribution efficiency by 20% through a Python dashboard integrating Matplotlib, Seaborn, and Plotly.
- Reduced customer complaints by 15% by integrating weather data with Citi Bike data to optimize bike availability.
- Increased customer satisfaction by 10% with geospatial analysis, recommending better bike distribution across NYC.

### CareerFoundry

Remote

*Instacart Basket Analysis*

Nov 2023 - Jun 2024

- Boosted targeted marketing effectiveness by 15% through statistical sales trend analysis with Python and Excel.
- Elevated customer retention by 10% and enhanced personalized marketing by 20% using Python for segmentation and Tableau for campaign performance visualization.
- Raised average order value by 12% through cohort analysis of purchasing behavior, driving data-informed marketing strategies.

### CareerFoundry

Remote

*Rockbuster Stealth Company Analysis*

Nov 2023 - Jun 2024

- Projected a 25% revenue increase by identifying top-grossing films and trends using SQL and Excel data analysis.
- Enhanced customer targeting by 15% and operational efficiency by 20% through key metric visualizations using Tableau and PowerPoint.
- Secured an 18% increase in user engagement by revealing customer demographic insights with advanced SQL techniques, supporting targeted promotions.

## WORK EXPERIENCE

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### Allstate

Brooklyn, NY

*Licensed Sales Producer*

Feb 2022 - Apr 2024

- Achieved a 30% increase in policy sales and a 10% decrease in client turnover by analyzing client data to assess risks and customize insurance coverage.
- Strengthened customer retention and referral rates by 20% through targeted retention strategies and effective client communication.

### Walgreens

Brooklyn, NY

*Customer Service Associate*

Jan 2021 - Jun 2021

- Attained a 95% customer satisfaction rate and reduced complaints by 20% by analyzing customer feedback and transaction data to implement operational improvements.
- Boosted sales of promoted items by 15% by leveraging POS data to optimize inventory management and aligning store displays with customer purchase behaviors.

## EDUCATION

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### Brooklyn College

Brooklyn, NY

*Bachelor of Science in Psychology, GPA: 4.0 | Honors: Summa cum laude*

## PROFESSIONAL DEVELOPMENT

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### CareerFoundry Bootcamp

Remote

*Data Analytics Program Certificate*

Graduation Date: Jun 2024

### Coursera

Remote

*Google Data Analytics Certificate*

Graduation Date: Jun 2023

### Kaplan Insurance Licensing

Brooklyn, NY

*Personal Lines, Commercial Lines, Life Insurance, Health Insurance*

Graduation Date: Feb 2022